

## **Historic, Archive Document**

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# FLORIBUNDA TYPE OF SUB-ZERO ROSES

These are so named because of their constant and intense blooms. Some of the Sub-Zero Hybrid Teas fully qualify for both classes. All have the exquisite refinement of the Hybrid Tea ("Nearly Wild" excepted).

**ANNE VANDERBILT.** Coppery orange; semi-double.

**CURLY PINK.** Large, full, recurled flowers, often in immense clusters; blooms of ideal Hybrid Tea type.

**DOLLY DARLING.** See description under Hybrid Teas.

**FLIRT.** This new brilliant and enchanting bi-color often blooms in clusters adding a charming note of gaiety to any bed of Hybrid Teas or Floribundas.

**FREE GOLD.** Spectrum yellow; informal flowers. Very good.

**LAFTER.** Sparkling orange shades and yellow, semi-double in clusters. A welcome note of cheerfulness. No black spot.

**LADY LOU.** Blooms of a new rich luscious color combination of jasper red to rose opal, with 50 petals, recurled and later pointed; large; in tremendous quantity continually, very long lasting; beautiful in the house.

**NEARLY WILD.** Larger than most wild Roses, single flowers in clusters, very colorful and supreme in constancy of bloom. Gives beautiful color all summer to a creeper planting, or bordering the shrubbery.

**RED ROBIN.** A brilliant red Rose of great dependence.

**TOMPKINS RED.** Semi-double, very dark red blooms often in clusters. more than 100 blooms.

**YELLOW CURLS.** Pure yellow, very double, medium in size, elegant in form; some grow 100 blooms on this one.

**PRICES:** Except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants, all varieties, each \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each.

## Cultural Suggestions

**BED.** Any soil suitable to grow Corn or Potatoes can produce good Roses. Cow manure is the **only best** fertilizer, dish water is almost as good.

**WHEN TO EXPECT PLANTS.** We favor fall planting. Spring orders are shipped for planting usually before April 15th; fall orders as soon as plants become dormant by three frosts, usually about November 1st.

**CARE UPON ARRIVAL.** Submerge in pail of thin mud to be planted within two days. If fall arrival is too late for planting, break earth frosted crust, dig hole, remove packaging material, bury tied bundle of plants in clean dirt, run water and mud between branches and roots. Fall planting is not to establish plants before winter but so buried they are in the best possible winter storage. In spring lift and plant as soon as ground is unfrozen, shade plant for ten days with bag, basket or dirt.

**PLANTING INSTRUCTIONS.** Garden earth containing manure, fertilizer, leaves, old or new, or any form of humus, in winter contact with stems will kill the plants. the words "Clean Dirt" herein means any dirt free from such.

**SPRING PLANTING.** Plant Sub-Zero Hybrid Teas with graft joint 3 inches below bed level and Climbers 4 inches. Preferably in full sunshine. Sub-Zero Hybrid Teas 1½ to 2 feet apart according to size; Climbers and Creepers 3 to 6 feet apart. Make hole shape of inverted pail; fill in center 3 inches high; spread roots; half fill hole with clean, crumbly dirt; pack firmly; add one-half pail of water; damp earth and rain are no substitutes for this watering; hill up plant with clean loose dirt or cover with cloth, burlap or basket; remove in ten days.

**FALL PLANTING** is not to establish growth of roots or plants, but roots and stems frozen in muddy earth is the best winter storage, to plant when garden is first ready. Follow spring planting suggestions.

**WINTER PROTECTION.** Apply one of the following methods, just before the ground freezes, to insure larger plant in the spring, against sub-zero weather.

No. 1. Tie stems and canes together. Bank up with three sods, grass side inside. This is sufficient if top and edges of sods are sealed with clean dirt.

No. 2. Another protective procedure is to hill up around stems with clean dirt, 6 to 8 inches, tie around plant and over top five layers of newspaper; cover with inverted basket.

No. 3. Where 10 to 15 degrees below zero fahrenheit or colder is expected; hill up 8 inches with clean dirt, bank up with sods, grass side outside, seal top and edges with clean dirt.

No. 4. Protection for Climbers against 10 to 15 below. Tie canes together after defoliation, bend to lay on ground, cover with sods as for Hybrid Teas, or with clean dirt and sods in colder areas.

No. 5. "THERMOS" SYSTEM. For protection of tree Sub-Zero Hybrid Tea standards and old unbendable climber plants where sub-zero is expected, tie snugly to firm support and wrap newspapers over two inches of straw from base to top, repeat this with straw and burlap wrapping twice more. This has protected where same straw and burlap in one wrapping has failed.

No. 6. **Tree Standards** of all Sub-Zero Hybrid Teas can unprotected survive exposure to around 15 degrees below zero; use "Thermos" system to protect against colder.

**SAVE REPLACEMENT EXPENSE.** Sub-Zero Hybrid Teas require no winter protection. They can survive below ground and live many decades. All Rose wood on Sub-Zero Hybrid Teas and Climbers may, if unprotected, be destroyed by temperatures around 15 degrees below zero or colder. Do not dig up for dead if killed to bed level. Like a Peony from eyes below ground normal plants can grow from live roots, to bloom normally by early Rose time, larger each year even after very low sub-zero. It is estimated that winter mortality of Sub-Zero Hybrid Teas is around 1 per cent where tender Hybrid Teas fail 30 per cent. In sub-zero areas, fall hilling up, or the "thermos" system insures larger plants in the spring, protects against heaving in damp or heavy loam with consequent breaking of roots.

**CULTURAL SUGGESTIONS.** Sandy soil requires more watering. Too much clay gives smaller flowers with less color. Two to three inches of cow manure worked into bed in early spring, or dry horse or cow manure, or proper amount of Vigoro or fertilizer for potatoes, is suitable to add vigor and bloom quantity. Roses need

about one inch of water each week, especially in the fall months, for winter resistance. Cultivate with hoe at least monthly. Keep all weeds, grass and other growing things at least two feet away, large shrubbery and trees more distant. Apply "dish water" to soil when available.

**REMARKABLE MIDSUMMER DISPLAY** is easily obtained by stretching sheeting four feet above Rose bed during hot sunny hours, with rings sewed in corners, over nails in tops of removable corner posts, set in pipe holes. Remove when garden is to be enjoyed. Dust or spray thoroughly weekly, water abundantly when needed. Plants, especially trees, should not dry out in the fall.

**DUSTING OR SPRAYING.** Pink Princess, the first and now several other of the Sub-Zero Hybrid Teas are, like most of the Climbers, free from premature defoliation on account of blackspot and require no dusting or spraying; others are more free than the average. Weekly dusting or spraying thoroughly on both sides of leaves and stems, requires but one-half minute per plant, insures performance and more midsummer and fall bloom. Consult your seed store for dependable duster or sprayer, Use "Mike" sulphur and/or Fermate to control fungus; nicotine for sucking insects; arsenate of lead for all chewing things and D.D.T. very lightly to kill Jap beetle, rose bugs and most other insects.

**PRUNING.** Consists in removing in the spring all small and unwanted wood. Cut dead wood back to a second good eye. Hard spring pruning produces less and larger flowers. As blooms fade cut back to third eye. Tie Climber canes as they grow horizontal to fan-shaped, no part of cane downward. If Creepers are desired closer to ground, weight down in winter with sticks.

**SPECIAL EXHIBITION DISPLAY, EARTH MIXTURE.** Place six inches of sods two feet below plant, fill up with mixture of one-third one-year-old cow manure, one-third oak leaf mold, and one-third good loam; a little assorted seaweed if available.

**EVERBLOOMING CLIMBERS.** The name universally adopted for this class is not appropriate, as their rebloom is very much more limited than that of the Sub-Zero Hybrid Teas, and is dependent upon environment; and yet a few blooms in August means more to many than a hundred in June; see our special folder on a new Race of these that reblooms freely, called "Everblooming Pillars."

WE are glad to have your inquiry or report.

## BROWNELL ROSES

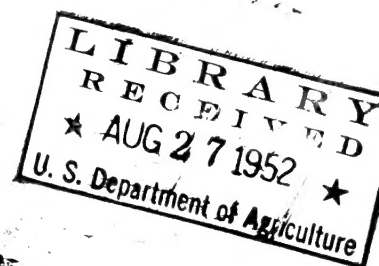
LITTLE COMPTON, RHODE ISLAND

You can count on this new sturdier Race of everblooming Roses doing better than the more tender sorts.

It is best to order now, as there will be a shortage later.

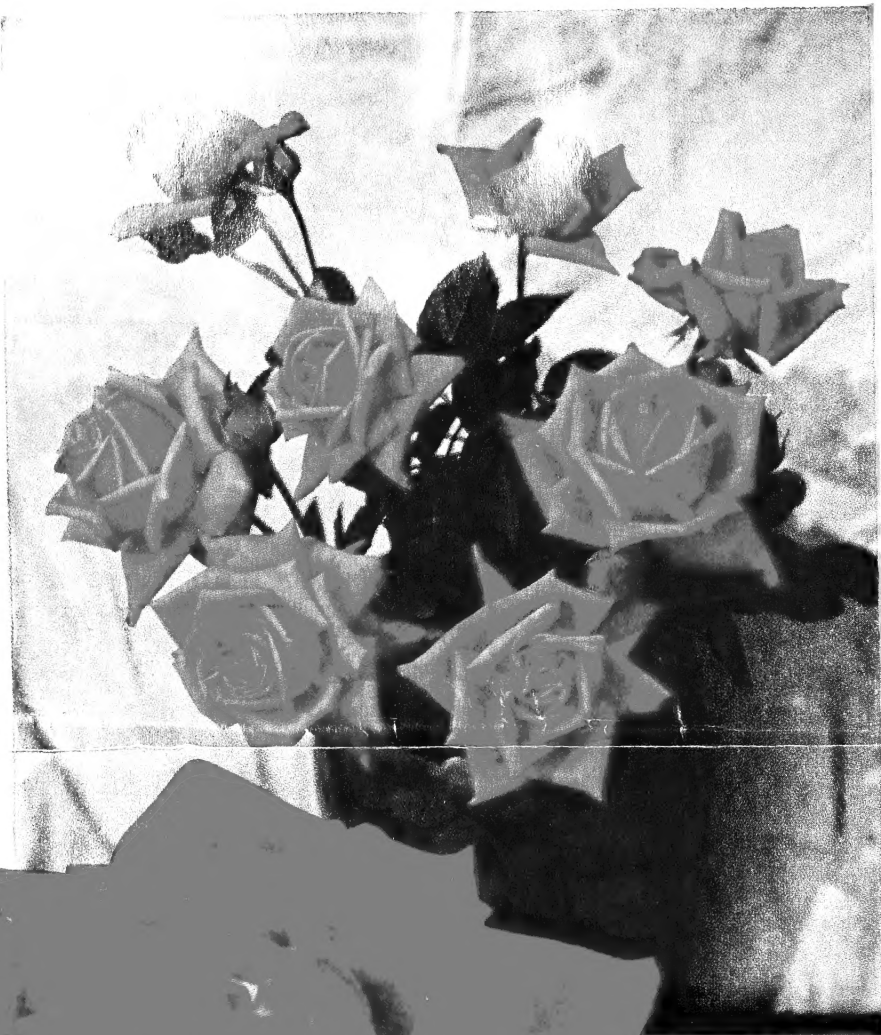
Sincerely,

Walter D. Brownell



# A NEW RACE

*of Hardiness Previously Unknown in*  
**HYBRID TEA  
 ROSES**



**CURLY PINK**  
 Everblooming  
 Sub-Zero  
 Hybrid Tea



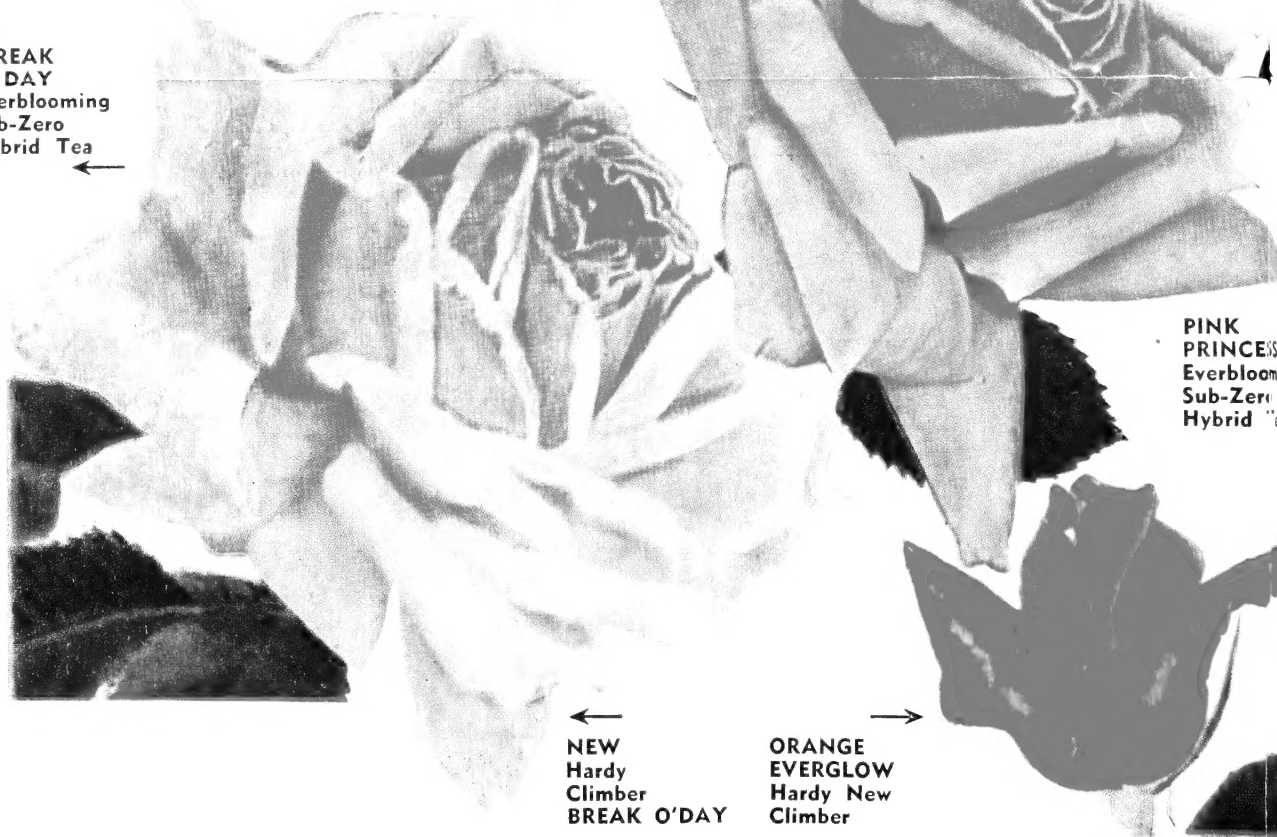
"V for VICTORY"—Everblooming Sub-Zero Hybrid Tea



**RED DUCHESS**  
 Everblooming  
 Sub-Zero  
 Hybrid Tea

## ALL DELICIOUSLY FRAGRANT

**BREAK  
 O' DAY**  
 Everblooming  
 Sub-Zero  
 Hybrid Tea



**PINK  
 PRINCESS**  
 Everblooming  
 Sub-Zero  
 Hybrid Tea



**TREE STANDARD**  
 Everblooming Sub-Zero Tea  
 Exposed Unprotected to 17° Below Zero

←  
**NEW  
 Hardy  
 Climber  
 BREAK O'DAY**

→  
**ORANGE  
 EVERGLOW  
 Hardy New  
 Climber**



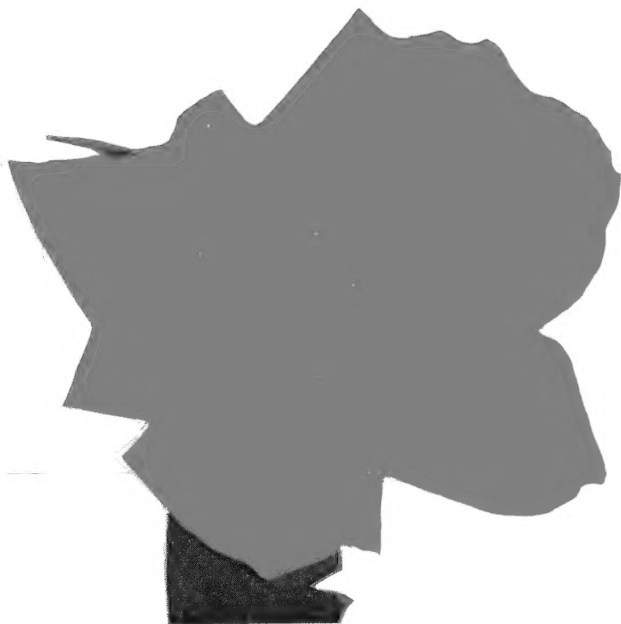
**SHADES OF AUTUMN**  
Everblooming Sub-Zero Hybrid Tea

# BROWNELL Rose Bushes

LITTLE COMPTON, RHODE ISLAND



**QUEEN OF THE LAKES**  
Everblooming Sub-Zero Hybrid Tea



**GOLDEN GLOW**—Hardy Climber

- They are more vigorous.
- They can live many times as long.
- They are easier to grow.
- The flowers are large.
- They bloom more abundantly and more constantly.
- Their size, form and color compare with the best.
- They are pleasingly fragrant.

## WHY?

Because they are bred back to hardy species.



Mrs. Arthur Curtiss James  
**THE GOLDEN CLIMBER**

## Save REPLACEMENT EXPENSE

If you love Roses you would enjoy reading hundreds of letters from nurserymen and gardeners who have praised the Winter resistance or long plant life, constancy of the large blooms, fragrance, supreme beauty of this new RACE OF HYBRID TEAS

ORDER NOW—We have never had enough.

**ANNE VANDERBILT**  
Everblooming Sub-Zero Hybrid Tea



**COPPER GLOW**  
Hardy Climber

# BROWNELL ROSE BUSHES

EASY TO GROW — LONG TO LIVE — SAVE REPLACEMENT EXPENSE

Hybridized and Grown in Little Compton, Rhode Island. Two-Year-Old. Budded on Rosa Multiflora. Plants purchased of the hybridizers, at retail, that fail within two years Replaced Free. This applies to Tree Roses exposed down to 15 degrees below zero.

## SUB-ZERO HYBRID TEAS

A new race from hardier Species that can bloom all Summer, with the best of fragrant flowers, more free and constantly, of greater sturdiness and vigor, to live many times as long even after sub-zero Winters. As large and beautiful as any.

**ANNE VANDERBILT.** Exquisite coppery orange, informal, semi-double, very brilliant, fragrant, constantly in color.

**BREAK O'DAY.** Orange to apricot, large, very double flowers, very vigorous, free bloomer, delightfully inspiring.

**CEDRIC ADAMS.** The eminent radio commentator, lover of people and Roses, has placed his name on this most magnificent Rose. Out of thousands of candidates, Cedric Adams chose this sturdy, large and double scarlet to carmine Aristocrat of Rosedom to carry a beautiful Rose with his name to the rest of the Rose growers of the country.

**COUNTRY DOCTOR.** Large, very double, handsome ovoid blooms, petals open recurled outward. Color deep silvery pink with a satiny luster. Bush upright, vigorous and free blooming.

**CREeping EVERBLOOM.**★ Light crimson-red double, can be grown low, should be in every creeper planting.

**CURLY PINK.** Matchless in the combination of size and form of bloom, beauty of cluster, bloom quantity, constancy, vigor and foliage, hardiness and performance. Many large, two-toned pink blossoms, in several stages, often form a gorgeous bouquet on a single stem, 2 or more feet long; over 50 gracefully recurled petals.

**DICK WILCOX.** A magnificent deep red Rose, upwards of a hundred of the largest very double blooms, even following the coldest of sub-zero winters. Named after the well known rosarian formerly of Minnesota University, who discovered Brownell Roses would winter in the cold Northwest.

**DOLLY DARLING.** Fluffy daintiness, delightfully blended with sunset shades of pink rayon, overlaid with the luster of deeper rose taffeta, to recall that ballroom gown of yesteryear. No spray or dust. No blackspot. Large.

**EARLY MORN.** Large, dignified, double flowers of a pleasing light pastel pink.

**HENRY FIELD No. 112.** With large, double, deep red blooms, abundantly displayed in Hybrid Tea form and cluster, on sturdy bushes that cover the bed for decades with one of the most strikingly beautiful of all red Roses.

**KING BOREAS.** Named for the Aurora Borealis, King of Minnesota Winter Sports, who loves his Roses when the long sub-zero nights are gone. Lemon-yellow, completely double, free, abundant bloomer; a beauty.

**LADY LOU.** See description under Floribunda.

**LILY PONS.** White with pure yellow center, large, graceful flowers of indescribable delicacy, vigorous, free bloomer. Often a feature of gardens in the cold Northwest.

**ORANGE RUFFLES.** One of the most beautiful Roses of all time. Unsurpassed in its brilliant charm. A gorgeous new color of orange never before found in Rosa. It is luminous like glowing sunshine in the rain. Large flowers mostly singly on stems constantly in great abundance. As many as 50 petals gracefully warped, curled, frilled and ruffled, artfully shading from Capricorn Orange through Saturn to Saffron Yellow. Can you imagine all this? And add Sub-Zero and no blackspot.

**OLD-FASHIONED RED.** Born from the Roses of "Grandmother's" Garden, with that same fragrance, full doubleness, bearing constant bloom and fond memories of by-gone days.

**PINK PRINCESS.** Bud-red, flowers deep pink, very popular, famous as the first Hybrid Tea free from premature defoliation, very double, no spot.

**QUEEN O' THE LAKES.** Named for the Queen of Minnesota's Aquatic Sports. No Diving Beauty could show greater fullness of grace, brilliance and elegance of form, or color more beautiful than this charming crimson queen of flowers. The Queen of all the double reds. Deep velvety.

**RED DUCHESS.** Over the thirty years of hybridizing, never had we hoped to produce a Rose like this. Such captivating fragrance. Such a shade of rose-red. Such colorful foliage. No spot. Such a robust and sturdy sub-zero plant. While nearly all Brownell Roses are pleasingly fragrant, the magic of sunshine on these petals issues a new fragrance incomparably alluring in spicy sweetness and charm. One whiff is an experience to be remembered.

**SHADES OF AUTUMN.** An abundant and joyous expression of bi-colored beauty. Many have reported that this beautiful red, yellow and blush flower is gorgeously outstanding.

**SPARKLE.** A large Hybrid Tea opening as many delightful petals as a rose can hold, of golden tints, edged pink, deepening in color toward the flower center, it sparkles with an exquisite texture.

**STARGOLD.** A most perfect yellow Rose, in abundance at Rose time, with limited rebloom.

**SUN UP.** A color sport of "Break o'Day," otherwise same; a rich clear shade of China Rose, reflecting a glorious brilliance.

**TIP TOES.** Delightful mixture of red, orange and pink tints, with enjoyable sweet spicelike fragrance. Very much liked.

**TOMPKINS RED.** Medium, semi-double flowers of that deep velvety red, so much admired, perpetually displayed.

**TREASURE GOLD.** Flowers a beautiful vivid yellow of many petals with scalloped edges; some splashed with red. Foliage a rich dark green, thick and abundant.

**V FOR VICTORY.** Most beautiful, large, very double, yellow, fragrant Roses; constantly blooming in ideal form. To numberless experts, there is no such long lasting loveliness in Roses. Reported a surprise at holding color.

**VELVETIER.** Semi-double, frequently in clusters. Gorgeously impressive with its depth of dark red, velvety luster. Named by a multitude of visitors to our gardens, with exclamation: "Oh! how velvety!"

**YELLOW CURLS.** Pure yellow, very double flowers, of all sizes, produced in unbelievable abundance, on a rapidly growing bush.

## HARDY CLIMBING ROSES

**APRICOT GLOW.**★ Coppery pink, double, in abundant clusters; a brilliant shade of delicate beauty.

**BROWNELL RAMBLER.**★ Large, clear yellow, very double flowers, singly and in clusters.

**CL. BREAK O'DAY.** Very vigorous, climbing sport of "Break o'Day;" a very nice climber. \$2.00 each; \$24.00 per doz.

**CARPET OF GOLD.**★ One of the earliest to brighten the garden with waves of brilliant pure yellow.

**COPPER GLOW.** Deep coppery orange, delightful spicy fragrance; latest color sensation.

**CORAL CREEPER.**★ All the shades of ocean coral complementing other delightful rose tints.

**DR. BURT.** Clusters of reddish orange, very double, sweet fragrant blooms. Pillar height.

**ELEGANCE.** The largest of blooms in perfect form; pure yellow center shading to white; magnificent display. One of the most beautiful of Roses.

**FREDERICK S. PECK.** Deep grenadin-pink with yellow center, semi-double; an aristocrat.

**GOLDEN CLIMBER** (Mrs. A. C. James). The supreme yellow Rose. Fragrant; ideal for picking; very long, stiff stems.

**GOLDEN GLOW.**★ This is the spectrum-yellow, fragrant, abundant mass color display, of which the N. Y. World's Fair management planted 200, named the area "Rose Court" and they were proud of the display.

**GOLDEN ORANGE CLIMBER.** Yellow and orange; an enormous unique crinkly flower. An outstanding variety.

**GOLDEN PYRAMID.** Large cadmium-yellow blooms. Most vigorous of all.

**HARVEST GLOW.** Many gracefully formal petals, yellow and deep pink.

**LITTLE COMPTON CREEPER.**★ Nature's own deep wild rose-pink, large single, in clusters.

**MAGIC CARPET.**★ Large, double flowers, orientally patterned in mystic color designs, most prominent colors are yellow and orange shades.

**ORANGE EVERGLOW.** Heralded hardy new climber; featuring progress, beauty, fragrance and vigor; color dazzling coppery orange. The first of a series of new Climbers to be introduced by the Brownells. \$2.00 each; \$24.00 per doz.

**PEARLY WHITE.** Gracefully petaled, semi-double, large all-white Rose; we like it very much.

**PEGGY ANN LANDON.** Strong, double sunflower-orange buds, opening yellow; early bloomer.

**PINK BI-COLOR.** A wonderful combination of two shades of pink.

**WHITE GOLD.** A most gracefully formed, large, double, nearly white.

(★)Also creepers suitable for ground cover, over walls, fences, arbors, etc.

**Prices:** Except as noted, \$1.75 each; 3 for \$5.00; \$18.00 per doz. Extra large size plants all varieties, each \$1.00 extra. Tree standards topped with any Sub-Zero Hybrid Tea, \$7.50 each,

# BROWNELL ROSES

LITTLE COMPTON, RHODE ISLAND

# BROWNELL ROSE RESEARCH GARDENS

## LITTLE COMPTON, RHODE ISLAND

### *New Everblooming Climbers*

Previously "New Dawn" has been the best.

Other Climbing varieties have sported here to rebloom.

We now have a new type that blooms and everblooms the first year as a Hybrid Tea, on Hybrid Tea length of stems.

Also, they bloom the first year on short canes.

The second year they bloom on longer canes up to six or more feet tall; canes that bear blooms the same year that they grow. From these stems and canes come branches that rebloom that same year.

In fact on selected varieties all wood produces blooms as it matures the year that it grows. Hardy Climbing Roses that bloom the first year as a Hybrid Tea. They are all Hybrid Teas, growing short and tall stems that bloom and have branches that bloom the year they grow. Some of the canes produce blooms in racemes part way down the stem. That is the type, varieties differ in color, form and performance; and all are Sub Zero.

All this would be difficult to understand if it were not known that the **Brownell Rose Research Gardens** are seeking philanthropically to bring more gardening joys to more people and have no interest in misleading anyone.

We are not telling you about a new variety, but this development as all of our objectives has come through setting a new type of Roses, then following with typical varieties.

We have in being some twenty-five such varieties, some with blooms as large and beautiful as any, from which to select varieties for distribution. Next year's expectancy, one hundred and more each year. All possible bloom sizes, colors, fragrances and forms are within the range.

Though their height will average that of climbers, we call the type

### *Everblooming Pillars*

This type has been set up after intensive hybridizing over forty years, at very great expense.

The crop will total only a few thousand plants the first harvest and will soon be exhausted.

All the experts who have seen them have said: "*Marvelous.*" Many regard this as the most marvelous thing that has happened to Roses. You can be one of the first to try them if you order in time.

Come and see them; Climbers blooming like everblooming Hybrid Teas, all the first year and thereafter as they "Climb" and branch.

Perhaps you would like to receive and test three of these varieties, Fall, 1952, or later, and tell us what you think of them; suggest a name for each and if adopted, ten more such plants will be sent to you FREE.

Price of the first three (our selection) will be \$10.00 for the three (not sold except in sets of three)—two sets, all 6 different, \$20.00

*Brownell Roses,* LITTLE COMPTON, R. I.

Name.....

Street or P. O. Box..... R.F.D. No.....

Post Office.....

County..... State.....

Amount Enclosed.....



Free. 2. 1901

2. 1901

2. 1901

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**BROWNELL ROSE RESEARCH GARDENS**  
**LITTLE COMPTON, RHODE ISLAND**

August 22, 1952

Library U. S. Dept. of Agriculture  
Washington 25  
District of Columbia

Gentlemen:

Have you had plenty of rain this Summer? We have had five inches.

The Rose Bushes here should be larger and more handsome than usual this Fall. The increasing demand is tremendous.

To get the best selection it is prudent to place your order NOW.

Have you heard of the new Race of Roses; called "Brownell EVERBLOOMING PILARS"? They are Sub-Zero.

Selections to be made; that bloom like Hybrid Teas and of average merit, even the year planted, or if killed to bed level. They can be held cut back and grown as Hybrid Teas; or can grow by branching, blooming as they grow, as tall as hardy Climbers; as Shrubbery in the border; or Specimen Plants, 6 to 8 feet tall, on the lawn; in a few years. (A product of mutations) *The Canes bloom the year they grow.*

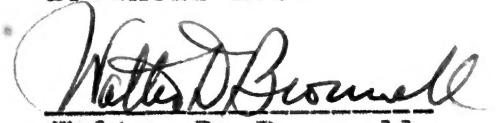
A few bud eyes this Fall to those having license. Three varieties available wholesale to regular Brownell Rose Distributors, Fall 1953. Wholesale price 3 for \$5.00. Retail, 3 for \$10.00; \$4.00 for one. To those who appreciate something new and wonderful this price is an unprecedented bargain.

Special folder and copy of University announcement on request.

No price advance, present varieties this year.

Sincerely,

Brownell Rose

  
Walter D. Brownell  
Director

BROWNELL: ONE RESEARCH DAY  
LITTLE COMPTON THOSE IN

Alfred H. B. Day, of  
Washington  
Director of

Continued:

Have you had plenty of  
have had five inches.

The last I had was  
handsome than usual this year. The  
band is tremendous.

To be sure I am  
your own work.

Now you are at the  
"Royal Navy" is the

Education is for  
and of a very  
is killing the  
and the  
located in the  
University is the  
best of the  
of a national.

A few but over  
Three varieties  
Brownell has  
price for 25.00. But  
one. To those who  
wonderful this price is an

Special folder and copy of University  
on request.

No price advance, present varieties this year.

Sincerely,

Brownell Ross

  
Walter D. Brownell  
Director



## Orange Ruffels

A Sub-Zero Hybrid Tea by the Brownells; nonsusceptible to blackspot during the entire growing season; delightfully fragrant, with large flowers that bloom so freely and constantly that it also qualifies as a Floribunda.

